

California Carpet Stewardship Workshop
Agenda

April 17, 2014
10 am to 3 pm

Lakewood City Council Chambers

5000 Clark Avenue¹

Lakewood, California 90712

[Public Notice for April 17 Workshop \(for details\)](#)

Purpose: Gain a better understanding of key challenges and opportunities to advance carpet recycling and address issues raised in the January 21, 2014 public meeting.

Format: Presentation and panel discussions with audience participation. See the public notice for the latest agenda and information.

10:00 – 10:15 am	Welcome and Introduction
	Moderator: Brenda Smyth, Branch Chief, CalRecycle.
10:15 – 10:45 am	CARE: Introduction to California Carpet Stewardship Plan and Implementation Update Presenter: Brennen Jensen, Carpet America Recovery Effort (CARE), California Program Manager.
	Presentation will explain key elements of the CARE Plan and current implementation status (Clarifying questions may be asked at this point)
10:45 am - noon	Panel Discussion 1. Stakeholder concerns: Collection, Sorting, and Processing Panelists: Ron Greitzer, LA Fiber; Cleve Buie, Carpet Solutions; Kenny Lampton, City of Los Angeles; Brennen Jensen, CARE (Discussion on the topics below facilitated by CalRecycle)
	1. Collection
	a. Current collection strategies and opportunities
	b. Collection costs and how to reduce costs
	c. Incentive for collection – pros and cons
	2. Sorting
	a. Maintaining clean and dry carpet
	b. Separation by fiber type, equipment needs, labeling
	3. Processing
	a. Current incentive levels and duration
	b. Adequacy of incentives
	c. Processing trends; How to expand processing within CA

¹ There is free parking behind City Hall.

Noon to 1	Lunch (no-host lunch, off-site)
1:00 pm – 2 pm	Panel Discussion 2. Market Development: Creating and Selling New Carpet-derived Products Panelists: Mike Tinney, Tinney Associates; Andrea Altmann, City of San Diego; Karl Bruskotter, City of Santa Monica; Ron Greitzer, Reliance Carpet Cushion; Ron Simonetti, Ecostrate (invited); Eric Nelson, Interface
	a. Encouraging more demand for recycled carpet materials
	b. Expanding opportunities for secondary product manufacturers (in-state and domestically)
	c. Current choices within marketplace; Increasing product availability and demand in a new market
	d. Providing detailed information for procurement officials and buyers
2:00- 2:45 pm	Panel Discussion 3: Opportunities for Education and Outreach Panelists: Brennen Jensen, CARE; Namju Cho, S. Groner Associates, Inc. (SGA); Russ Delozier J&J Industries (Discussion on the topics below facilitated by CalRecycle)
	a. Current trends in (EPR/behavioral change) marketing, outreach and education
	b. Education and outreach in current program design
	c. Strategies for best use of educational resources moving forward
2:45-3:00 pm	4. Wrap-up - Moderator